



## ECONOMIC DEVELOPMENT COMMISSION ACTION MINUTES

City Hall Room 10  
1225 Lincoln Way

October 14, 2003  
4:00 p.m.

**MEMBERS PRESENT:** J. Forbes, M. Holmes, C. Maki, M. Reynolds, B. Snyder, R. Solomon  
**MEMBERS ABSENT:** B. Petrini  
**OTHERS PRESENT:** Jodie Hale, Planning Commission; Bruce Cosgrove, Chamber of Commerce  
**CITY STAFF:** Robert Richardson, City Manager  
**STAFF SECRETARY:** M. Hamner-Crout  
**TOTAL ATTENDANCE:** 10  
**MEETING CONVENED:** 4:00 p.m.  
**MEETING ADJOURNED:** 5:30 p.m.

SECTION	AGENDA	ACTION	VOTE (if
I. Call to Order and Flag Salute		Meeting was called to order by Chairman Janice Forbes at 4:00 p.m.	
II. Agenda Approval	Review agenda and	No changes requested.	
III. Public Comment	A time to speak on any item not on the agenda.	Holmes said he attended the Endurance Launch Party last weekend and it was very nice, with several hundred people in attendance. Solomon reported that the Wine Festival held in Downtown was very	
IV. Approval of September 23, 2003, Minutes	Approval of minutes.	It was moved to approve the minutes of September 23, 2003, as presented.	<b>Motion: Holmes/ Reynolds</b>
V. Fiscal Year 2003-2004 Budget Report		The expenditures have not changed since the last meeting.	
VI. Funding Request	Chamber of Commerce, 2003 Festival of Lights Parade—\$1,000	Bruce Cosgrove, Executive Director, spoke on behalf of the Chamber of Commerce. Cosgrove said the addition of Fred Waters to the Chamber staff is making a big difference in response to funding requests. The July 4th and Lights Parades are still fiscally challenging. Chairman Forbes asked what the Chamber of Commerce was doing to encourage spectators to come in early or stay after to shop and dine. Forbes said it is perplexing to her why the parade begins in Downtown but ends at the Overlook Park, rather than beginning there and ending in the Downtown or Old Town or Old Town parking lot. Solomon said that DBA is encouraging business 'open houses' for both prior to and after. Cosgrove said the committee would look at the possibilities for next year. It was moved to recommend to City Council funding of \$1,000 to assist with the 2003 Festival of Lights Parade.	<b>Motion: Snyder/ Holmes Approved.</b>

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
VII. EDC Business	<p>Associate Member Proposal from Council Member Kevin Hanley</p> <p>Marketing/Promotion Brainstorming Creation of Marketing Tools Package</p>	<p>Chairman Forbes referred to the letter from Council Member Kevin Hanley, proposing consideration of associate membership in the Commission. There was discussion on this proposal but before a recommendation is formally made, the Commission would like to hear directly from Hanley. He will be invited to present his proposal at the next meeting.</p> <p>After some discussion, it was agreed to schedule a special workshop meeting to devote several hours in creating a marketing tools package.</p> <p>Bob said he will share some information he obtained from the Leadership Group.</p> <p>Maki said she would like to review the results of the business and residential survey that was done a number of years ago.</p> <p>The special workshop meeting was scheduled for Wednesday, November 12, 5:30 p.m. to 9:30 p.m., at Janice Forbes' home, with dinner provided by EDC.</p> <p>Holmes questioned if a final report is still due from the Sierra Economic Development Department. Chairman Forbes requested City Manager Bob Richardson to contact Betty</p>	
VIII. Economic Development Commission Reports		None.	
IX. Future Agenda Items		<p>⇒ Presentation by Kevin Hanley on Associate Membership Proposal</p> <p>⇒ Presentation by Cynthia Haynes, Placer County Visitors Center</p> <p>⇒ Sierra Visitor Guide Advertising</p>	
X. Adjournment		Meeting was adjourned at 5:30 p.m. The next regular meeting will be Tuesday, October 28, 2003, 4:00 p.m.	